

ECONOMIC FEASIBILITY
OF
PROCTOR'S PERFORMING ARTS THEATRE

Prepared for
ARTS CENTER AND THEATRE OF SCHENECTADY, INC.

Under Contract to
Arthur Cotton Moore/Associates

ECONOMIC FEASIBITY OF PROCTOR'S PERFORMING ARTS THEATRE

This section presents a brief summary of the analysis and recommendations that will be detailed in the major feasibility report.

THE MARKET FOR A PERFORMING ARTS FACILITY

The market area for a performing arts center potentially to be created at Proctor's Theatre is defined to include essentially the entire Capital District. This market area is separable into two subareas: namely, a primary market area defined as the area within a ten-mile radius of downtown Sehenectady; and a secondary market area representing a 10 to 25-mile distance from downtown Sehenectady. These areas, which are shown in Figure 1, represent a total population of approximately 800,000 persons as of 1977. This is more than sufficient to support the varied programs and events of a performing arts theatre. Furthermore, both the income characteristics and educational levels of the market area are conducive to support for the performing arts (see Tables 1 through 3).

However, the Economics Research Associates survey of resident potential consumers of the performing arts center [1/] indicates that downtown Schenectady must establish itself more strongly as a locale for the performing arts. For example, as can be seen in Table 4, analysis of potential consumers responses shows:

- Relative lack of visitation to the downtown area in general and as a place for dining out and entertainment in specific.
- Perceived advantages of a downtown location are offset by perceived disadvantages of such a location.
- Understandably, these views are held more strongly by respondents outside of the Schenectady area (e.g., Albany and Saratoga counties and western Schenectady County).

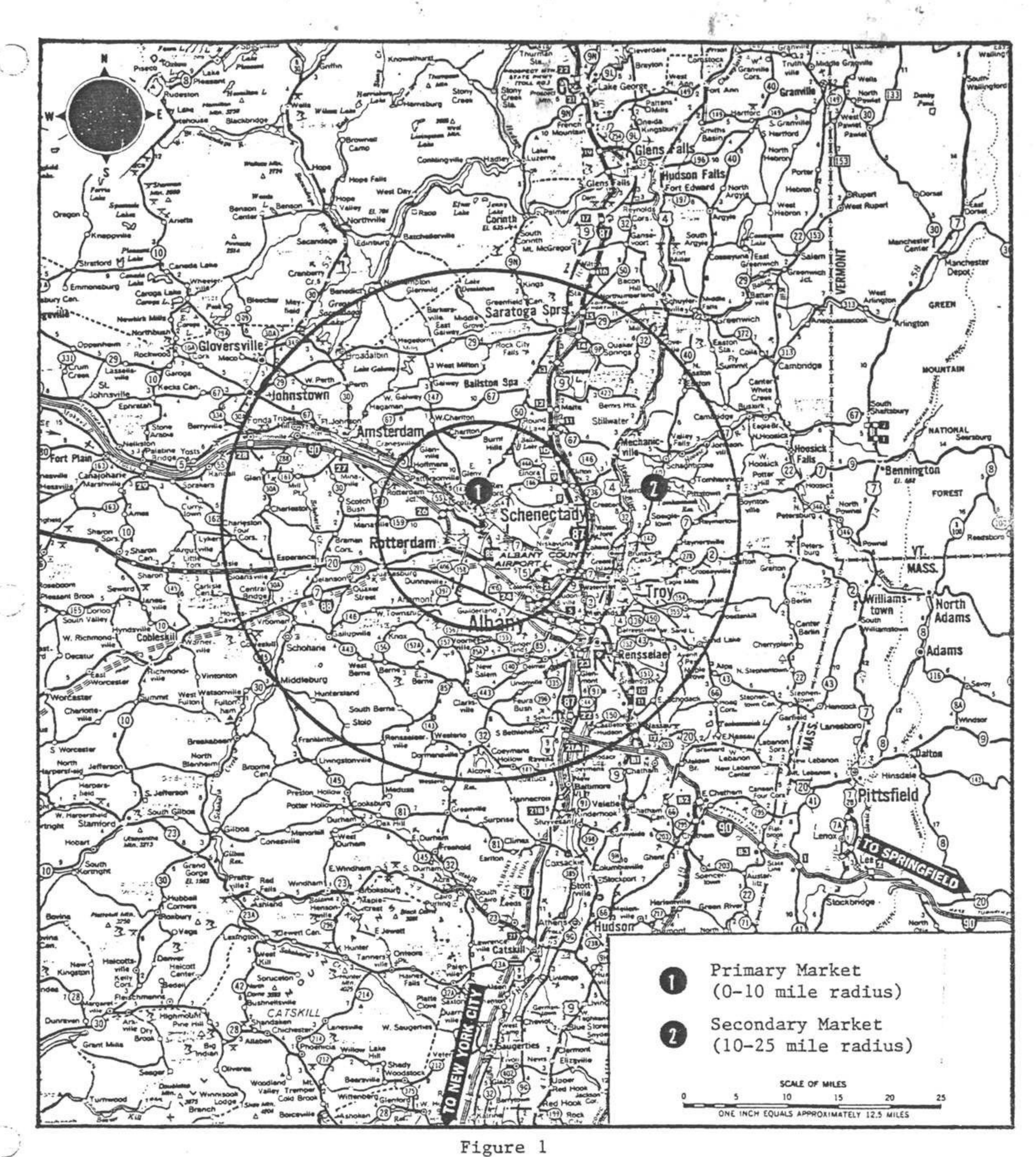


Figure 1

DELINEATION OF THE TOTAL RESIDENT MARKET AREA

Conversely, the survey responses also showed:

- A significant unmet demand for performing arts facilities, particularly among Schenectady area residents.
- A positive feeling towards rehabilitating and reusing Proctor's Theatre.
- A widespread willingness to patronize Proctor's when it is rehabilitated and new programs are introduced.

EXISTING PERFORMING ARTS FACILITIES

An analysis of current events and facilities in the Capital District similar to the type of activities under consideration for Proctor's is a major determinant in assessing the feasibility of a new performing arts theatre. The major event types and their component facilities reviewed by ERA included: musical events, theatrical events, and other similar programs.

These various events are presently served by relatively few facilities, and most of these are unsatisfactory in terms of design, capacity, availability, and technical attributes. A review of the major facilities available for the performing arts in the Capital District is presented in Table 5.

PROJECTION OF EVENT DEMAND

In quantifying the level and nature of demand for use of Proctor's Theatre as a performing arts facility, the following research has been conducted. First, organizations presenting events related to the performing arts were contacted to determine the adequacy of present facilities, the number of future events that might be scheduled, and the type and capacity required for proper presentation of the event. Then these individuals were asked whether the proposed Proctor's Performing Arts Theatre would meet their needs and the maximum rent they would be willing to pay to use the facility. The results of this survey is presented in Table 6, and a summary of current, locally sponsored events is shown in Table 7.

Secondly, booking agents and sponsors of traveling entertainment and cultural attractions were contacted to determine the physical requirements of their events. Also, these individuals were asked whether they considered Schenectady a suitable location for their attractions and whether the proposed Proctor's Theatre would be a suitable house to stage their presentations, and whether it would serve the entire Capital District. Based on the findings of this research, the level of demand was determined for the Theatre. This demand is categorized into the following classifications.

- Local and regional groups.
- Visiting artists, orchestras, ballets, and theatrical groups.
- Meetings and conventions.
- Other groups and events.

The projected use of Proctor's Theatre by these groups is shown in Table 8. The utilization over the first five years would average 105 event days, plus 87 rehearsal days, for a total of 192 days of utilization. During the first five years, after the program of events is developed at the Theatre and the facility is promoted within the Capital District, utilization will increase. Based on usage trends at other performing arts centers serving markets of a similar size, ERA is projecting utilization of 238 event days as of the fifth year of operation.

FINANCIAL ANALYSIS

Since the projected use of the Proctor's Performing Arts Theatre is substantially dependent upon support by nonprofit community organizations, ERA recommends that the rental rate structure be designed to maximize usage rather than break even on expenses. By charging users the actual costs of facility operation, rental rates would preclude most local organizations from utilizing the Theatre. As a result, usage of the Theatre would be insufficient to justify the expense of renovation and operation. At the same time, the seating capacity and potential market support for Proctor's suggest that the Theatre could attract an appreciable number of national touring artists for which commercial lease rates could be charged. This should

result in a two-tier lease structure with one rate for commercial groups and a lower rate for local nonprofit organizations. The recommended rental rates are shown below (in constant 1978 dollars).

	Rental Rate per Day
Commercial Organization	
Performance	$1,100
Rehearsal/Set-Up	300
Nonprofit/Local Organization	
Performance	500
Rehearsal/Set-Up	100

Rental rates are translated into rental income in Table 9. In addition, revenue earned through operation of Proctor's Theatre is expected from concession income and special services and equipment rentals. Because it will be desirable to support the Arcade shops and restaurant, we conclude that concession income will be relatively modest; however, equipment rentals should be significant due to the relatively high utilization by local groups who will prefer to rent rather than acquire such equipment.

Based on the facility's expected usage and average attendance per event, total earned revenues are expected to equal $53,600 in 1979 and increase to $99,600 by 1983. Of this total, building rents are expected to provide 87.3 percent of all earned revenue, with concession income accounting for 1.8 percent and equipment rentals 11.9 percent of total income. See Table 10.

Annual operating expenses for the Theatre are expected from two major categories: personnel and maintenance/operating costs. These costs are expected to total $110,000 per year in the first year of operation, rising to $127,000 by the fifth year. Detail is provided in Table 11.

As can be seen in Table 12, annual Theatre revenues are not expected to meet the costs of Theatre operation. However, as the Theatre attracts more users, the net operating deficit throughout this period is expected to decrease from $48,625 in the first year to about $13,000 in the fifth year. Thereafter, the expected deficit should stabilize around $13,000, as any additional revenues gained through increased usage will be offset by additional expenses incurred to service this business. Thus, it appears evident that operation of Proctor's as a performing arts facility is contingent upon the raising of an annual subsidy averaging about $13,000.

Table 1

RESIDENT MARKET AREA POPULATION TRENDS
1970-1990

	Population (In Thousands)					Percentage Change	
	1970	1977	1980	1985	1990	1970-1980-	1980-1990
Primary Market (0-10 mile radius)	229.8	257.6	258.2	262.4	269.3	12.3%	4.3%
Secondary Market (10-25 mile radius)	539.4	543.3	557.7	584.0	604.2	3.4	9.0
Total Resident Market (0-25 mile radius)	769.2	800.9	815.9	846.4	787.5	4.3	4.3

Source: U.S. Department of Commerce, Bureau of the Census, 1970; New York State Economic Development Board; and Economics Research Associates.

Table 2

RESIDENT MARKET AREA INCOME CHARACTERISTICS
1970 AND 1977

	0-10 Mile Radius		10-25 Mile Radius		Total	
	1970	1977	1970	1977	1970	1977
Less than $10,000	40.3%	16.3%	47.0%	24.0%	44.9%	21.3%
$10,000-$14,999	32.3	19.8	30.4	24.8	31.0	23.1
$15,000-$19,999	16.2	24.2	13.5	23.2	14.3	23.7
$20,000-$24,999	5.6	17.7	4.6	13.3	4.9	14.9
$25,000 or more	5.5%	22.0%	4.5%	14.7%	4.9%	16.9%

	Resident Market Area Incomes 1977		
	0-10 Mile Radius	10-25 Mile Radius	Total
Median Family Income	$17,876	$15,528	$16,175

Source: Economics Research Associates.

Table 3

RESIDENT MARKET AREA EDUCATIONAL CHARACTERISTICS
(1970 Census Data)

Education (Highest Level Attained)	Albany	Schenectady	Troy	Urban Balance	Total Capital District	New York State
8th Grade or Less	27.7%	27.3%	33.1%	20.9%	24.5%	27.9%
Some High School	20.5	20.0	21.4	18.1	19.4	19.4
High School Graduate	30.2	35.0	28.9	34.3	33.4	31.2
Some College	9.2	8.5	8.5	11.3	10.2	9.6
College Graduate/ Post Graduate	12.4%	9.2%	8.1%	15.4%	12.6%	11.9%
Median School Year Completed	12.1	12.1	11.3	12.35	12.2	12.11

Source: U.S. Department of Commerce, Social and Economic Statistics Administration, Bureau of the Census; and Economics Research Associates.

Table 4

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 1: Do You Know Where Proctor Theatre is Located?

	Total Market Area		Schenectady Area 1/		East of Schenectady 2/		North of Schenectady 3/	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Yes	355	90.8%	274	96.8%	27	71.1%	54	77.1%
No	32	8.2	5	1.8	11	28.9	16	22.9
No Answer	4	1.0	4	1.4	-	-	-	-
Total	391	100.0%	283	100.0%	38	100.0%	70	100.0%

1/ The Schenectady area refers to the City of Schenectady and the rest of Schenectady County except for the Town of Duanesburg.
2/ East of Schenectady refers to Albany County.
3/ North of Schenectady refers to Saratoga County and the Town of Duanesburg.

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 2: When I mention Proctor Theatre to you, what is your first reaction? Just say the first thing that comes into your mind.

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
A: Functional								
1. Movies	82	21.0%	57	20.1%	7	18.4%	18	25.7%
2. Performing Arts	17	4.3	6	2.1	2	5.3	9	12.9
3. Past Function	45	11.5	39	13.8	4	10.3	2	2.9
B. Characteristics								
1. Downtown	15	3.8	11	3.9	1	2.6	3	4.3
2. Arcade	15	3.8	13	4.6	1	2.6	1	1.4
3. Old	22	5.6	13	4.6	3	7.9	6	8.6
4. Size	7	1.8	6	2.1	1	2.6	0	-
5. No Parking	5	1.3	4	1.4	1	2.6	0	-
6. Other	1	.3	-	-	-	-	1	1.4
C. Value Judgment								
1. Positive (terrific, nice)	37	9.5	27	9.5	-	-	10	14.3
2. Glad to See Something Done	44	11.3	41	14.5	1	2.6	2	2.9
3. Run Down	21	5.4	15	5.3	3	7.9	3	4.3
4. Nostalgic	30	7.7	19	6.7	1	2.6	10	14.3
5. Negative	26	6.6	21	7.4	-	-	5	7.1
6. Other	4	1.0	4	1.4	-	-	-	-
D. No Response	54	13.8%	29	10.2%	13	34.2%	12	17.1%
Total	425	-	305	-	38	-	82	-

*Performing arts category includes opera, theater, and concerts.
NOTE: Percentage columns add to more than 100 percent due to multiple answers.

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 3: If we do restore the theatre for the performing arts, what type of performances would you like to see put on there?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Drama	211	54.0%	159	56.2%	18	47.4%	34	48.6%
Music	259	66.2	183	64.7	27	71.1	49	70.0
Dance	164	41.9	88	31.1	13	34.2	24	34.3
Lectures	46	11.8	37	13.1	2	5.3	7	10.0
Films	132	33.8	100	35.3	6	15.8	26	37.1
Other	54	13.8	46	16.3	3	7.9	5	1.4
No Answer	11	2.8%	6	2.1%	2	5.3%	3	4.3%
Total	877	-	619	-	71	-	148	-

NOTE: Percent columns add to more than 100 percent due to multiple answers.

Table 4 (Continued)

PROCTOR THEATRE'S CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 4: Where do you go now for performances of this type?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1. Saratoga Performing Arts Center	228	58.3%	159	56.2%	22	57.9%	47	67.1%
2. Colonie Coliseum	103	26.3	73	25.8	12	31.6	18	27.7
3. Union College	3	.8	3	1.1	-	-	-	-
4. Schenectady Light Opera Company	22	5.6	20	7.1	-	-	2	2.9
5. High School	16	4.1	11	3.9	1	2.6	4	5.7
6. Cohoes	18	4.6	16	5.7	1	2.6	1	1.4
7. Civic Playhouse	12	3.1	10	3.5	-	-	2	2.9
8. Movies	25	6.4	18	6.4	1	2.6	6	8.6
9. Albany Facilities	28	7.2	17	6.0	6	15.8	5	7.1
10. Other Places	9	2.3	9	3.2	-	-	-	-
11. New York City and Outside Region	37	9.5	33	11.7	2	5.3	2	2.9
12. No Where	81	20.7%	67	23.7%	6	15.8%	8	11.4%
Total	582	-	436	-	51	-	95	-

*Albany facilities include the Palace Theatre, Empire State Plaza, and other unspecified facilities.

NOTE: Percent columns add to more than 100 percent due to multiple answers.

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 5: How often do you attend performances of this type?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
More frequently than once a week	6	1.5%	5	1.8%	-	-	1	1.4%
Once a week	4	1.0	2	.7	2	5.3%	-	-
Twice a month	39	10.0	30	10.6	6	15.8	3	4.3
Once a month	80	20.5	59	20.8	6	15.8	15	21.4
Less frequently than once a month	242	61.9	171	60.4	24	63.2	47	67.1
Never	5	1.3	5	1.8	-	-	-	-
No answer	15	3.8	11	3.9	-	-	4	5.7
Total	391	100.0%	283	100.0%	38	100.0%	70	100.0%

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 6: Do you go to that part of downtown (where the Proctor Theatre is located) very often?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Every day	22	5.6%	19	6.7%	0	-	3	4.3%
Twice a week	26	6.6	23	8.1	2	5.3%	1	1.4
Once a week	48	12.3	45	15.9	1	2.6	2	2.9
Twice a month	56	14.3	46	16.3	3	7.9	7	10.0
Less frequently	219	56.0	141	49.8	25	65.8	53	75.7
Never	11	2.8	4	1.4	5	13.2	2	2.9
No answer	9	2.3	5	1.8	2	5.3	2	2.9
Total	391	100.0%	283	100.0%	38	100.0%	70	100.0%

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 7: What are the advantages of the location?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Convenient for work, shopping	136	34.8%	116	41.0%	6	15.8%	14	20.0%
Accessible	186	47.6	151	53.3	13	34.2	22	31.4
Other activities	14	3.6	9	3.2	1	2.6	4	5.7
Other reasons	22	5.6	16	5.7	0	-	6	8.6
None, no answer	110	28.1%	61	21.6%	20	52.6%	29	41.4%
Total	468	-	353	-	40	-	75	-

NOTE: Percent columns add to more than 100 percent due to multiple answers.

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 8: What are the disadvantages of the location?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Lack of parking	209	53.5%	162	57.2%	14	36.8%	33	47.1%
Congestion	32	8.2	22	7.8	3	7.9	7	10.0
Lack of transportation	19	4.9	13	4.6	2	5.3	4	5.7
Lack of security	90	23.0	72	25.4	5	13.2	13	18.6
Other reasons	26	6.6	18	6.4	2	5.3	6	8.6
Poor environment and other deficiencies	45	11.5	32	11.3	2	5.3	11	15.7
No answer, none	103	26.3%	76	26.9%	15	39.4%	12	17.1%
Total	524	-	395	-	43	-	86	-

NOTE: Percent columns add to more than 100 percent due to multiple answers.

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 9: How frequently do you dine out in a restaurant?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
More frequently than once a week	49	12.5%	41	14.5%	4	10.3%	4	5.7%
Once a week	89	22.8	65	23.0	10	26.3	14	20.0
Twice a month	77	19.7	58	20.5	8	21.1	11	15.7
Once a month	70	17.9	46	16.3	8	21.1	16	22.9
Less frequently than once a month	102	26.1	71	25.1	7	18.4	24	34.3
No answer	4	1.0	2	0.7	1	2.6	1	1.4
Total	391	100.0%	283	100.0%	38	100.0%	70	100.0%

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 10: Think back to the last three times you dined out, and tell me where you ate?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Downtown Schenectady	162	41.4%	154	54.4%	3	7.9%	5	7.1%
Other Schenectady	183	46.8	158	55.8	6	15.8	19	27.1
Rotterdam	23	5.9	20	7.1	-	-	3	4.3
Scotia/Glenville	79	20.2	61	21.6	1	2.6	17	24.3
Latham	66	16.9	25	8.8	23	60.5	18	25.7
Saratoga	55	14.1	20	7.1	12	31.6	23	32.9
Albany	60	15.3	41	14.5	12	31.6	7	10.0
Colonie	142	36.3	90	31.8	33	86.8	19	27.1
Guilderland	20	5.1	17	6.0	3	7.9	-	-
Clifton Park	29	7.4	6	2.1	3	7.9	20	28.6
Other	105	26.9	62	21.9	6	15.8	37	52.9
No Answer	33	8.4%	29	10.2%	1	2.6%	3	4.3%
Total	957	-	683	-	103	-	171	-

NOTE: Percent columns add to more than 100 percent due to multiple answers.

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 11: If we did restore the Proctor Theatre for the performing arts, do you think you would patronize it?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Yes	339	86.7%	250	88.3%	31	81.6%	58	82.9%
No	46	11.8	30	10.6	7	18.4	9	12.9
No answer	6	1.5	3	1.1	0	-	3	4.3
Total	391	100.0%	283	100.0%	38	100.0%	70	100.0%

Table 4 (Continued)

PROCTOR'S THEATRE CONSUMER SURVEY
SCHENECTADY, NEW YORK

Question 12: What other activities do you think the Proctor Theatre could be used for?

	Total Market Area		Schenectady Area		East of Schenectady		North of Schenectady	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Meetings, Conventions	106	27.1%	77	27.2%	9	23.7%	20	28.6%
Classes	64	16.4	44	15.5	5	13.2	15	21.4
Other	89	22.8	70	24.7	-	-	19	27.1
High School Functions	31	7.9	26	9.2	3	7.9	2	2.9
None	34	8.7	26	9.2	7	18.4	1	1.4
No Answer	130	33.2%	90	31.8%	15	39.5%	25	35.7%
Total	454	-	333	-	39	-	82	-

NOTE: Percent columns add to more than 100 percent due to multiple answers.

Source: Economics Research Associates survey conducted and tabulated by the Junior League of Schenectady.

Table 5

INVENTORY OF EXISTING PERFORMING ARTS AND VISUAL ARTS FACILITIES
AVAILABLE FOR USE IN THE CAPITAL DISTRICT

Name of Facility:	Cohoes Music Hall	Colonie Coliseum Theater	Linton High School	Niskayuna High School	Palace Theater
Location:	58 Remsen Street Cohoes, N.Y. 12047	P.O. Box 41, Latham, N.Y. 12110	The Plaza Schenectady, N.Y.	1626 Balltown Road Schenectady, N.Y. 12309	19 Clinton Avenue Albany, N.Y. 12207
Type of Facility:	Old Vaudeville Theater	New Theater-Las Vegas-type entertainment	Auditorium	Auditorium	Theater
Date Constructed:	1874	1971	1957	1957	1930
General Facility Data:					
Seating Capacity	500	2,972	1,004	1,013	2,901
Type of Stage	Proscenium	Arena	Proscenium	Proscenium	Proscenium
Orchestra Pit	None	Yes, 30-35 musicians	Yes, 50-100 musicians	Yes, 30-40 musicians	Yes
Fly Space	Yes, 4-5 crossbars	None	Yes	Yes	Yes
Dressing Rooms	3	7	3	None, classrooms available	12+
Film Projection Equipment	Yes, two 16mm projectors	None	Yes, 16mm projector	Yes, 16mm projector	Yes, 35mm projector
Storage Space	N.A.	None	Wings, 20' x 50' ea.	8' x 12' on stage	A few rooms
Workshop Space	Located in another facility	Yes	None	None	Yes
Rehearsal Space		Green room; on stage	On stage	On stage	Green room; on stage
Lobby Area	Yes	No, but party facilities outside	Yes	Yes	Yes
Rental Costs and Conditions:	Depends on production	Book 1 year in advance; booked through the theater; generally no rentals	Not available during school holidays or vacations; non-profit, nonpolitical or religious groups only	Generally, same conditions as Linton High School	Depends on production (Union House)
Contact for Rentals:	Louis Ambrosio (518) 237-7700	Gloria Lamere (518) 785-4179	Mr. Kidd, stage manager	Mr. Ronald Coleman (518) 382-2724	Evelyn Knoll (518) 465-3334
Operating Season:	Oct. 28-Apr. 15	12 wks, June-Aug.	School year	Year-round	Year-round
Major Current Users:	Professional groups	Individual entertainers and children's performances, festivals, graduations	Schenectady Symphony, Freedom Forum, AAUW	Schenectady Light Opera Co.; Hudson-Mohawk Bird Club; Community Concerts; Schenectady Symphony	Albany Symphony; civic house shows with promoters
Comments:	Has good acoustics; 14 battens; 2 electric dimmer boards - 23 dimmers	Rotating stage; party facilities outside; new sound system	Good acoustics; are purchasing sound system; good overall condition and stage lights	Good acoustics; good stage lights, willing stage crew	Poor acoustics; some lighting

Table 5 (Continued)

INVENTORY OF EXISTING PERFORMING ARTS AND VISUAL ARTS FACILITIES AVAILABLE FOR USE IN THE CAPITAL DISTRICT

Name of Facility:	Performing Arts Center	Saratoga Performing Arts Center	Schenectady County Public Library	Schenectady Museum	Union Memorial Chapel
Location:	Empire State Plaza Albany, N.Y. 12207	Saratoga Springs, N.Y. 12866	Liberty and Clinton Streets Schenectady, N.Y. 12305	Nott Terrace Heights Schenectady, N.Y. 12308	Union College, Schenectady New York
Type of Facility:	Two theaters	Partial amphitheater	Library meeting room	Meeting room and gallery room	Church chapel without altar
Date Constructed:	1978, not in use yet	1966	1969	N.A.	N.A.
General Facility Data:					
Seating Capacity	986	5,103 plus lawn	150	90	1,184
Type of Stage	Proscenium	Proscenium	None	None	Small proscenium and partial thrust
Orchestra Pit	N.A.	Yes	None	None	No, but pews may be removed
Fly Space	N.A.	Yes, 104 lines	None	None	--
Dressing Rooms	N.A.	Yes	None	None	-- (church rooms)
Film Projection Equipment	N.A.	Yes	16mm slide projector	16mm slide projector	--
Storage Space	N.A.	Yes	Some	None	--
Workshop Space	N.A.	Yes	None	None	--
Rehearsal Space	N.A.	Yes, rehearsal theater, etc.	None	None	--
Lobby Area	N.A.	None	Yes, for 25-30 people	None	Yes
Rental Costs and Conditions:	Not yet established	Do own booking	No charge; may be used for public events and meetings, noncommercial	$25/daytime meeting $35/evening meeting	Individual contracts are made with groups
Contact for Rentals:	Eileen Mardon (518) 474-2454	Herb Chesbro (518) 584-9330	Mrs. Hicks (518) 382-3544	Joe Flora-Acting Director (518) 382-7890	Mrs. Irma Hamilton (518) 370-6107
Operating Season:	Year-round	June 17-Sept. 4	Year-round	Year-round	Year-round
Major Current Uses:	Inquiries are being made	New York City Ballet; Philadelphia Orchestra; Acting Company; D'Oyly Carte Opera Co.	Cultural meetings; business meetings; lectures; film showings; children's theater	Museum; AAUW; League of Women Voters; Arts Council; ASPC, etc.	School affiliated groups; octavos; Thursday Musical Club
Comments:	Too new to give detailed information	Has facilities of all types	Good acoustics; P.A. system; kitchen	Good natural acoustics; some lighting; the room is used only a small percentage of the time.	Has excellent acoustics, organ and piano, but no backstage

N.A. means not available.

Source: Economics Research Associates.